



COUNCILMEMBER CARL DeMAIO

FIFTH DISTRICT

CITY OF SAN DIEGO

MEMORANDUM

DATE: February 28, 2011

TO: Mayor Jerry Sanders

FROM: Councilmember Carl DeMaio

RE: Improving City Services: "There's an App For That!"

As you are aware, my office has forged a partnership with a software company to deploy a smart phone application whereby San Diegans can access city services.

Just as the development of websites in the 1990s revolutionized the way in which city services are provided, I firmly believe that mobile technologies will do the same – but in a far more powerful manner.

This App will allow constituents to provide City departments with information on a variety of matters which may require their attention. For example, a constituent can use the App to inform the City where there may be graffiti, a pothole, or a broken street light – and transmit its precise location using GPS technology. A host of other city services are also supported by the App.

My office is providing the funding to implement this App for a pilot phase of one year. My goal in pursuing this project is to improve services to constituents while making it easier for constituents city-wide to interact with the City – and in a way that reduces costs for the City to respond to requests for services.

The application will be ready for constituents to access in a few short weeks. In preparing for the applications' launch, I am offering to partner with your office to achieve the maximum level of integration of the application into existing City systems.

If your office is interested in working on this exciting project with us, please let me know who my staff should work with as we move forward with the application.